

ENGAGING PHYSICIANS TO LEAD PATIENT EXPERIENCE IMPROVEMENT

Monarch 2

Mark Rudolph, M.D.
Vice President, Patient Experience
Sound Physicians

Gary Wilde
President / CEO, Community Memorial
Health System

HOW OPERATIONS AFFECT HOSPITAL ACCESS TO CARE, QUALITY AND REVENUE: A WHOLE HOSPITAL RESEARCH APPROACH

Monarch 3

Jennifer Wortham, Dr.P.H.
President, Society for Healthcare
Improvement Professionals (moderator)

James Broyles, Ph.D.
Associate Operations Researcher
RAND Corporation

Thomas Salerno
President / CEO, St. Mary Medical Center -
Long Beach

3:30 – 6:30 p.m.

Registration
Pacific Rotunda

4 – 5:45 p.m.

Round-Robin Tennis Tournament
Tennis Courts

6 – 9 p.m.

Strolling Dinner and Sponsor Reception
Pacific Ballroom
The Roaring '20s
HASC 90th Anniversary

FRIDAY, MAY 10

6:30 a.m.

5K Fun Run and Walk
Meet Outside Front Lobby

7:15 – 8:45 a.m.

CEO Invitational Breakfast with Benjamin Chu, M.D.
Chairman, American Hospital Association
Monarch 3

7:15 – 8:45 a.m.

Buffet Breakfast
Pacific Promenade

9 – 9:45 a.m.

GENERAL SESSION

Pacific Ballroom

WHERE WE STAND IN WASHINGTON, D.C. AND SACRAMENTO

C. Duane Dauner

C. Duane Dauner has his finger on the pulse of health care reform and major policy issues at the state and federal levels. Dauner has been active in national hospital and health issues, serving on a number of American Hospital Association and American College of Health Care Executives boards and committees. The author of a book and numerous articles, he is a nationally known leader of health issues and a lecturer at several university graduate programs in California. Dauner has been president and CEO of the California Hospital Association since 1985.



9:45 – 11 a.m.

GENERAL SESSION

Pacific Ballroom

ENDEAVOUR TO SUCCEED

Mark E. Kelly, Captain, USN

Perhaps no one knows more about perseverance than astronaut Mark Kelly. After travelling more than 22 million miles in space as the captain of four U.S. space shuttle missions to the International Space Station, and flying 39 combat missions in Desert Storm, Kelly has courageously risen to meet his latest challenge—supporting his wife, former U.S. Congresswoman Gabrielle Giffords, in her continued recovery from an attempted assassination. While he writes about perseverance and courage in his illustrated children's book, *Mousetronaut*, the lessons are an inspiration for anyone who has ever faced challenging times.



11 – 11:15 a.m.

Meeting Wrap-Up with Jim Barber
Pacific Ballroom

11:15 a.m. – Noon

Book Signing
Pacific Promenade
Mark Kelly signs *Mousetronaut*, and the memoir *Gabby: A Story of Courage, Love and Resilience* by Gabrielle Giffords and Mark Kelly with Jeffrey Zaslow



**2013
HASC
ANNUAL MEETING**

May 8–10

Making Innovation Happen

St. Regis Monarch
Beach Resort
Dana Point, CA

AGENDA

AGENDA**WEDNESDAY, MAY 8**

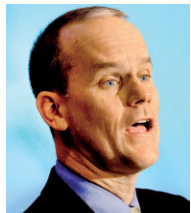
- 6:45 a.m.** Shuttle to Golf Tournament
Front Lobby
- 8:30 a.m. – 2 p.m.** Golf Tournament
Pelican Hill, North Course
- After 2 p.m.** Return Shuttle to St. Regis
- 2 – 7:30 p.m.** Registration
Mediterranean, Outside Motif Restaurant
- 4 – 6 p.m.** HASC Board Meeting
Monarch 3
- 6 – 9 p.m.** Welcome Reception and Buffet Dinner
Motif Restaurant

THURSDAY, MAY 9

- 7 a.m. – 1 p.m.** Registration
Pacific Ballroom Promenade
- 7 – 8:45 a.m.** CFO / COO Invitational Breakfast
Monarch 3
- 7 – 8:45 a.m.** Buffet Breakfast
Pacific Promenade
- 9 – 9:15 a.m.** Welcome
Pacific Ballroom
Jim Barber, President / CEO, HASC
Douglas Bagley, 2013 Chair and CEO,
Riverside County Regional Medical Center

9:15 – 10:15 a.m. GENERAL SESSION*Pacific Ballroom***MAKING INNOVATION HAPPEN**
Chris Trimble

Innovation expert Chris Trimble has dedicated the past 10 years to studying a single challenge that vexes even the best-managed corporations: How to execute an innovation initiative. His interest in innovation within large organizations developed early in his career as a submarine officer in the



U.S. Navy and has continued with such clients as Microsoft, Aetna and United Health Group; and with landmark books like *The Other Side of Innovation: Solving the Execution Challenge* and *Reverse Innovation: Create Far From Home, Win Everywhere*. With his latest, *How Stella Saved the Farm*, Trimble brings to life a parable about a business facing financial challenges and how the team comes together to innovate in the face of numerous obstacles to win ultimate success.

10:15 – 10:30 a.m. Break**10:30 – 11:45 a.m. GENERAL SESSION***Pacific Ballroom***Eyewitness to Power: Leadership in America**
David Gergen

Most commentators on leadership tell us what a person ought to do to become effective and powerful. Few tell us what to avoid. On his own journey to power, David Gergen has witnessed both. He has served as a White House adviser to four U.S. presidents (Nixon, Ford, Reagan, and Clinton), documented in his *New York Times* best-seller, *Eyewitness to Power: The Essence of Leadership, Nixon to Clinton*. He is also the former chief editor of *U.S. News & World Report*, a member of the D.C. bar, a veteran of the U.S. Navy, a member of the Council on Foreign Relations and a member of the U.S. Executive Committee for the Trilateral Commission.

11:45 a.m. – 12:45 p.m. Member and Guest Buffet Lunch
*Pacific Lawn***1 – 3:30 p.m. Guest Event - Scarf Painting**
*Aegean/Adriatic***1 – 2:15 p.m. CONCURRENT BREAKOUT SESSIONS I****A TALE OF TWO SYSTEMS***Monarch 1**Richard Afable, M.D., M.P.H.**President / CEO, Covenant Health Network**C. R. Burke*
President / CEO, St. Joseph Heritage
*Healthcare**Bill Gil*
*CEO, Facey Medical Foundation**Michael Hunn*
Senior Vice President / Regional Chief
Executive, Providence Health & Services -
*Southern California***CALIFORNIA HEALTHCARE EXCHANGE AND**
HOW IT WILL CHANGE OUR BUSINESS*Monarch 2**Jack Gilbertson, Esq.*
*SNR Denton**Anne McLeod*
Senior Vice President, Health Policy
*California Hospital Association***A CASE STUDY ON ENGAGING PHYSICIANS**
AS PARTNERS IN SHARED DATA ANALYTICS
AND DECISION-MAKING*Monarch 3**Tracy Bennett*
Director, Quality Management
*Pomona Valley Hospital Medical Center**David Stenerson*
CFO, Saint Anthony Medical Center in
*Rockford, IL**John Whittlesey*
*Vice President, iVantage Health***2:30 – 3:45 p.m.****CONCURRENT BREAKOUT SESSIONS II**
THREE MODELS OF PHYSICIAN
ORGANIZATIONS LEADING INTEGRATION*Monarch 1**Donald Crane*
*President / CEO, CAPG (moderator)**Leigh Hutchins*
President / COO, North American Medical
*Management**John Jenrette, M.D.*
*CEO, Sharp Community Medical Group**Richard Lipeles*
COO, Heritage Provider Network